PX 537

Message

From:	Ron Will███ ███@ripple.com]
on behalf of	Ron Will███ ███@ripple.com> ███@ripple.com]
Sent:	1/5/2019 7:06:11 AM
To:	███████████████ @ripple.com>]
Subject:	Fwd: 2018 Corporate Metrics Dashboard

FYI

---------- Forwarded message ---------
From: ███████ @ripple.com>
Date: Fri, Jan 4, 2019 at 7:11 PM
Subject: 2018 Corporate Metrics Dashboard
To: Ron Will <███ @ripple.com>

Hi Ron,

Here's the final 2018 corporate metrics dashboard, updated with all the figures as of year-end. As a reminder, here's what's included:

- **Customers tab** - Includes actuals for sales, deployments and counterparty pairs, with the ability to drill down by product & geo to see the specific customers.
- **Transactions (#) tab** - Includes detailed transaction volume figures by connection, with an update this quarter to breakout xRapid volume.
- **Transactions ($000) tab** - Similar to the prior tab, but with transaction volume in $000s for each connection.
- **Active Connections tab** - New this time around, this is the historical data for the new active connections metric we're planning to measure in 2019. A connection first becomes active after completing 150 transactions in a single month (or 50 transactions for an xRapid customer). Once active, the connection is considered to remain active if it completes 600 transactions over the prior 3 months (150 transactions for an xRapid customer).
- **XRP tab** - A breakdown of historical XRP sales, including details on programmatic sales as a percentage of daily volume.
- **Headcount tab** - The number of employees and attrition figures for each team and office.

Happy to discuss if you have any questions. We'll work on pulling these various components into the board prep doc as well.

Thanks,
███

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███
Director, FP&A | Ripple
███ @ripple.com | ripple.com

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Ron Will
Chief Financial Officer | Ripple
██████@ripple.com | ripple.com

	Q1 '17	Q2 '17	Q3 '17	Q4 '17	FY 17	Q1 '18	Q2 '18	Q3 '18	Q4 '18	FY 18
Total # of Active Connections	-	-	1	2	2	1	5	7	10	10
xRapid Active Connections	-	-	-	-	-	-	-	-	-	-
Bitso > Bitso	-	-	-	-	-	-	-	-	-	-
▇▇▇▇▇▇▇	-	-	-	-	-	-	-	-	-	-
xCurrent & xVia Active Connections	-	-	1	2	2	1	5	7	10	10

Separator Sheet

$M	Q1 '17	Q2 '17	Q3 '17	Q4 '17	FY 17	Q1 '18	Q2 '18	Q3 '18	Q4 '18	FY 18
XRP Sales	**$7**	**$28**	**$52**	**$92**	**$179**	**$165**	**$73**	**$163**	**$128**	**$529**
OTC	$6	$19	$19	$20	$65	$17	$17	$98	$40	$172
Programmatic	$0	$9	$32	$72	$113	$148	$56	$65	$87	$356
Other	$0	$0	$0	$0	$1	$0	$0	$0	$0	$1
XRP Volume										
USD Denominated										
██████████████████										
Daily XRP Trading Volume	$3	$145	$179	$808	$286	$1,778	$499	$416	$596	$818
Daily Programmatic Sales ($000)	$4	$99	$348	$781	$310	$1,645	$611	$708	$949	$975
Daily Sales %	0.13%	0.07%	0.19%	0.10%	0.11%	0.09%	0.12%	0.17%	0.16%	0.12%
XRP Denominated										
████████	███	███	███	███	███	███	███	███	███	███
████████	██	██	██	██	██	██	██	██	██	██
Daily Programmatic Sales (000)	436	581	1,684	1,314	932	1,256	885	1,665	2,293	1,341
Daily Sales %	0.13%	0.07%	0.19%	0.10%	0.11%	0.09%	0.12%	0.17%	0.16%	0.12%
XRP Price										
Closing Price	$0.02	$0.26	$0.20	$1.91	$1.91	$0.51	$0.47	$0.58	$0.35	$0.35
%Δ Period over Period	–	1,158%	(25%)	864%	–	(73%)	(9%)	25%	(39%)	–

Notes
1) "Other" XRP sales include employees and vendors

Separator Sheet

$000s	Q1 '17	Q2 '17	Q3 '17	Q4 '17	FY 17	Q1 '18	Q2 '18	Q3 '18	Q4 '18	FY 18		Cumulative Total
Total Transaction Value	-	$92,403	$97,515	$494,519	$684,438	$394,452	$173,453	$496,438	$613,643	$1,677,986		$2,362,424
xRapid Transaction Value	-	-	-	-	-	-	$0	-	$3,011	$3,011		$3,011
Bitso > Bitso	-	-	-	-	-	-	-	-	$3,010	$3,010		$3,010
▇▇▇▇▇▇	-	-	-	-	-	-	$0	-	$1	$1		$1
xCurrent & xVia Transaction Value	-	$92,403	$97,515	$494,519	$684,438	$394,452	$173,453	$496,438	$610,632	$1,674,975		$2,359,413

Separator Sheet

Separator Sheet

	Q1 '17	Q2 '17	Q3 '17	Q4 '17	FY 17	Q1 '18	Q2 '18	Q3 '18	Q4 '18	FY 18

Separator Sheet

	Q1 '17	Q2 '17	Q3 '17	Q4 '17	FY 17	Q1 '18	Q2 '18	Q3 '18	Q4 '18	FY 18		Cumulative Total
Total # of Transactions	-	299	683	1,830	2,812	2,446	8,557	20,491	34,941	66,435		69,247
xRapid Transactions	-	-	-	-	-	-	1	-	36	37		37
Bitso > Bitso	-	-	-	-	-	-	-	-	31	31		31
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xCurrent & xVia Transactions	-	299	683	1,830	2,812	2,446	8,556	20,491	34,905	66,398		69,210